

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER

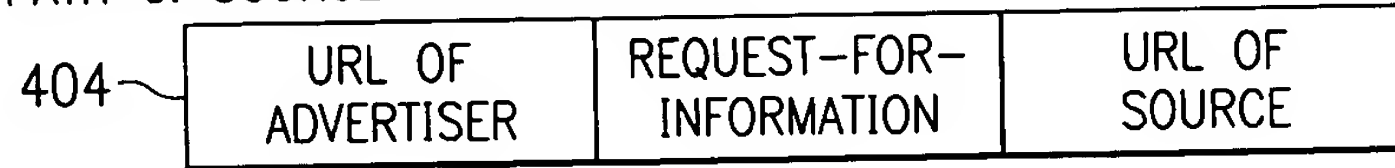


FIG. 4c

PATH D: ADVERTISER TO SOURCE

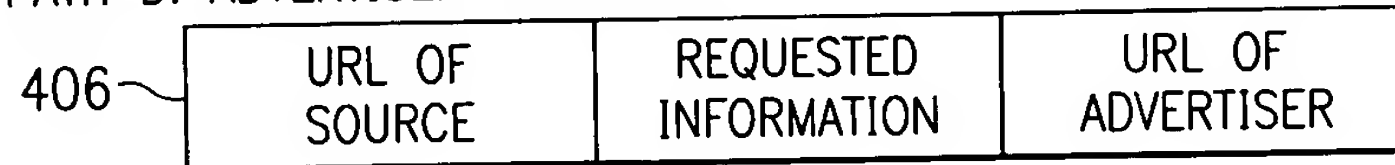


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

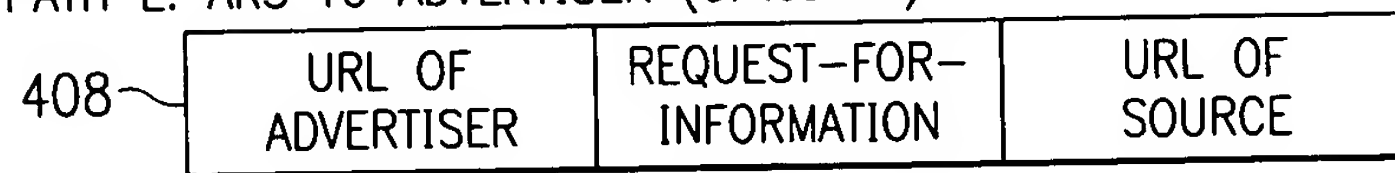


FIG. 4e

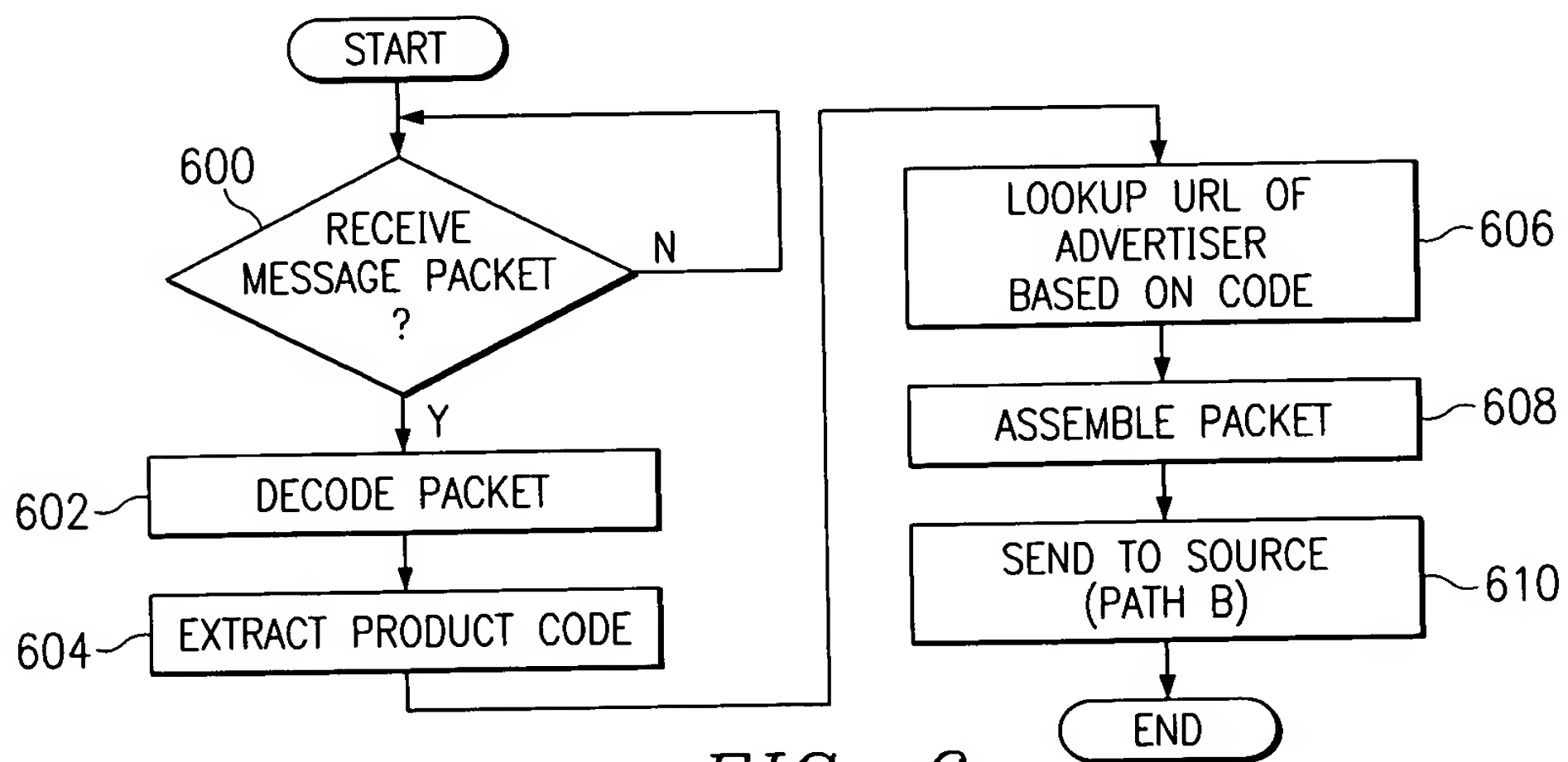


FIG. 6

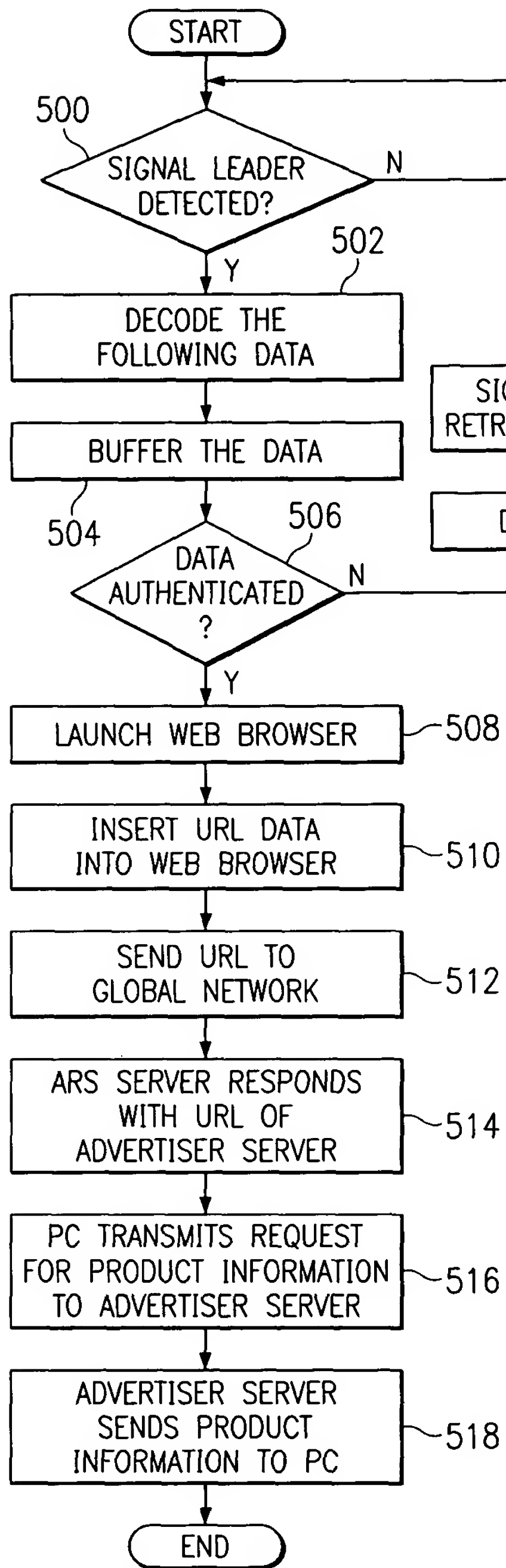


FIG. 5

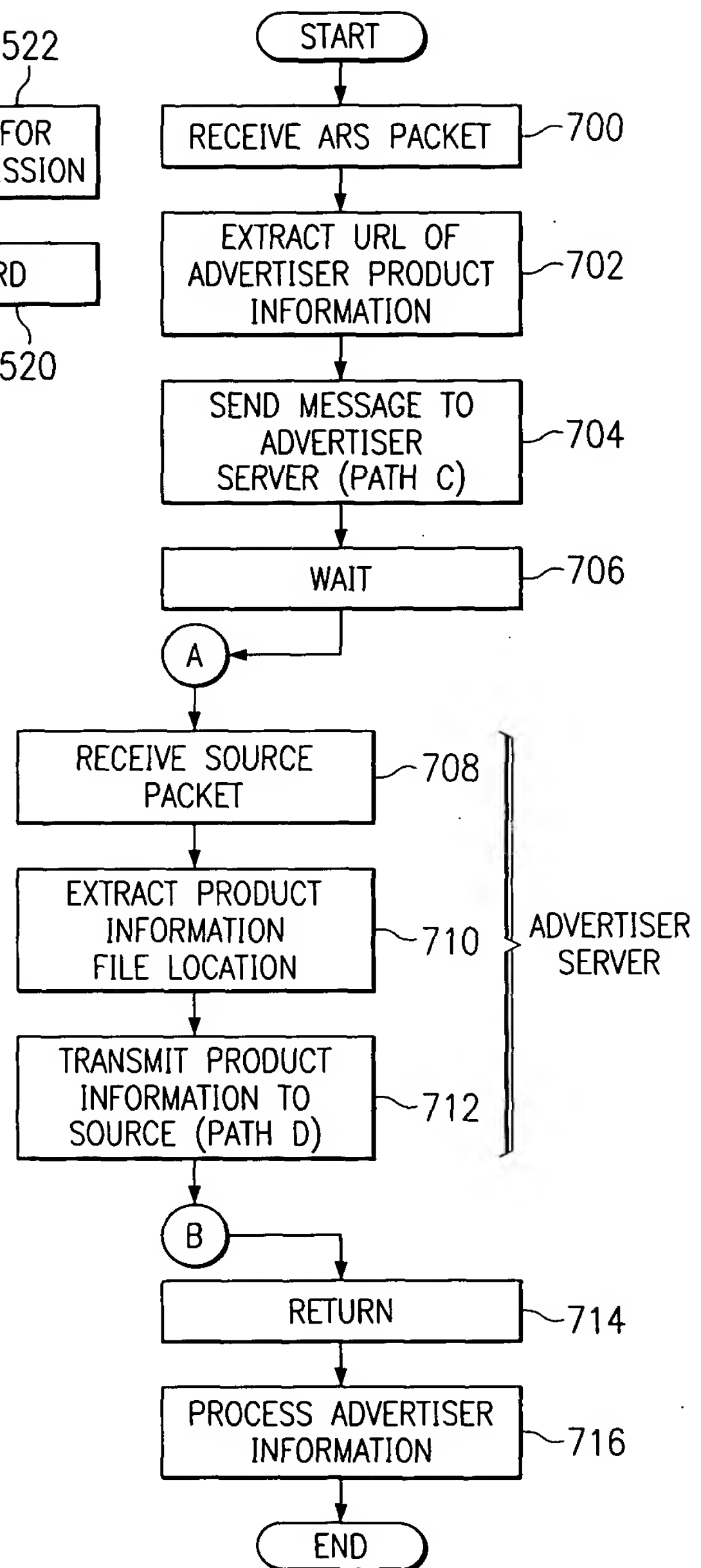


FIG. 7

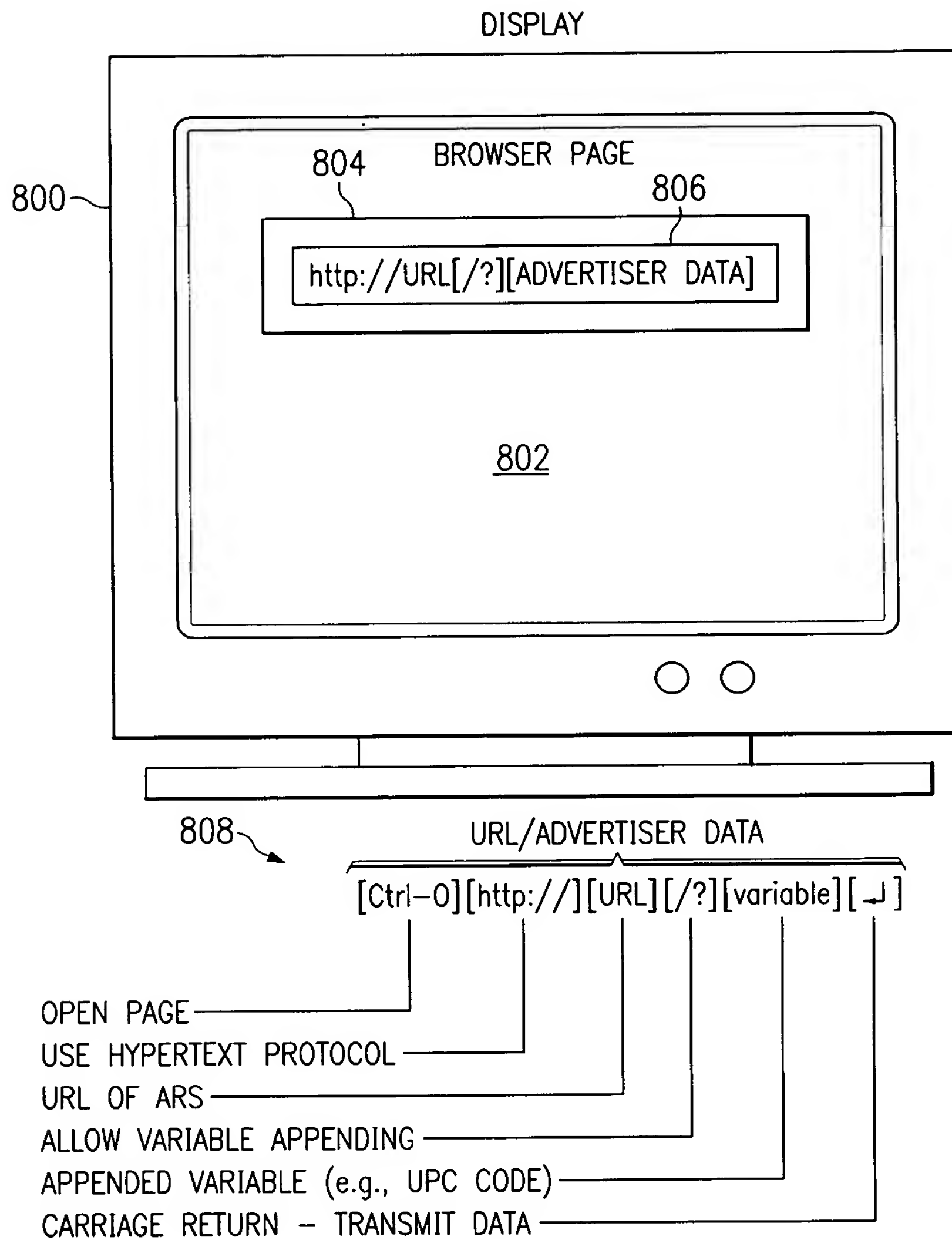


FIG. 8

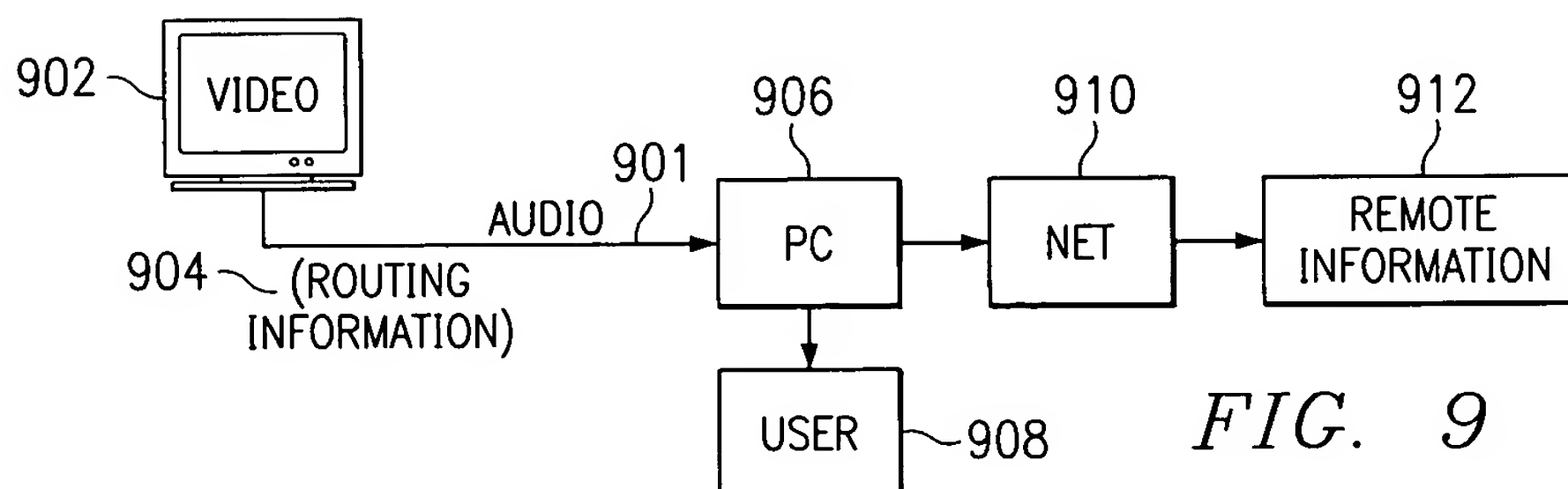
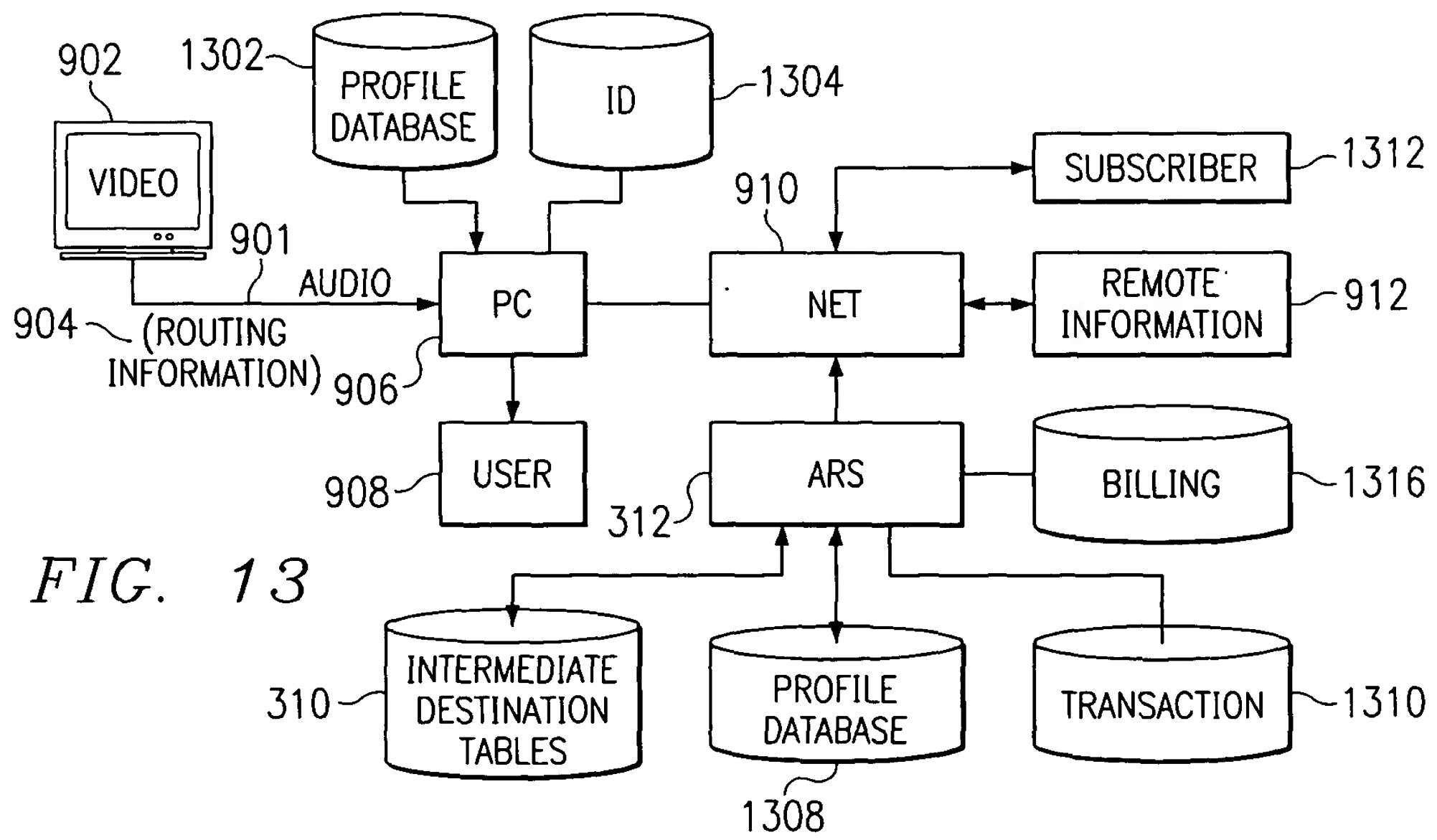
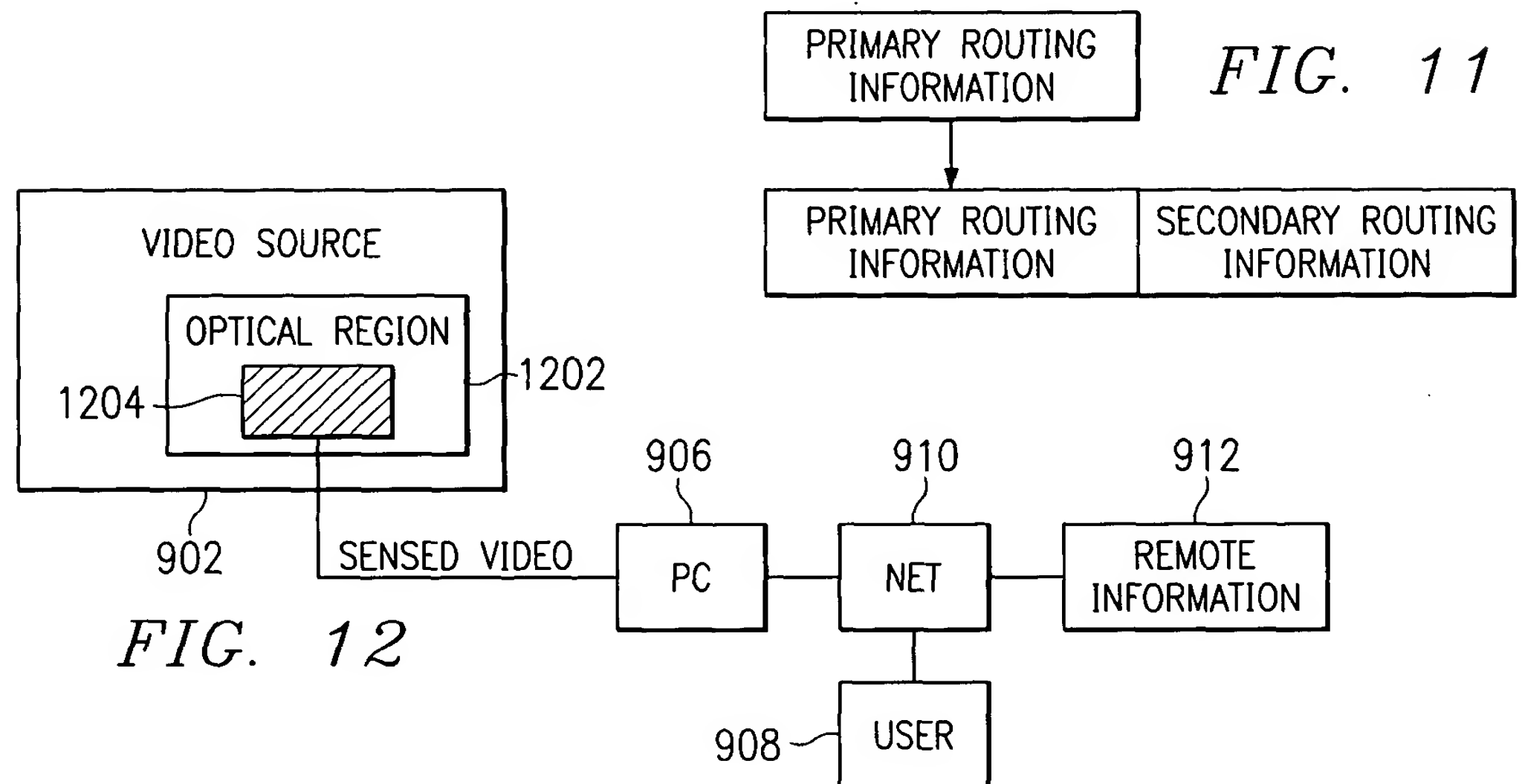
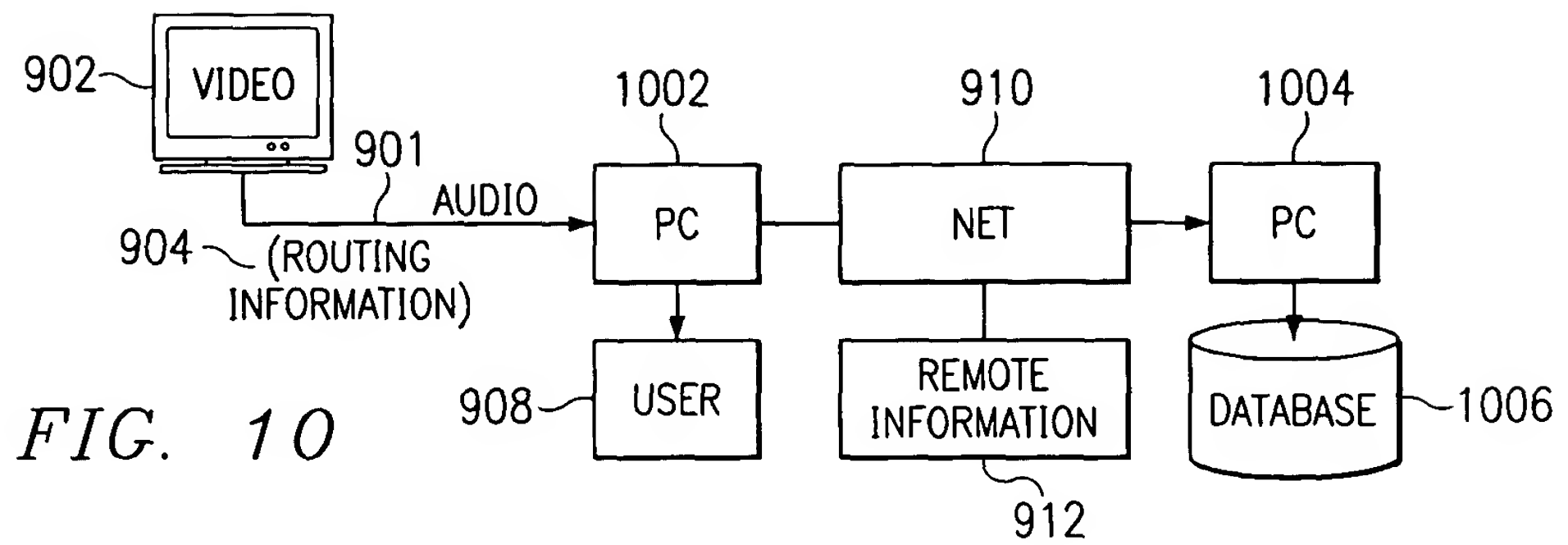


FIG. 9



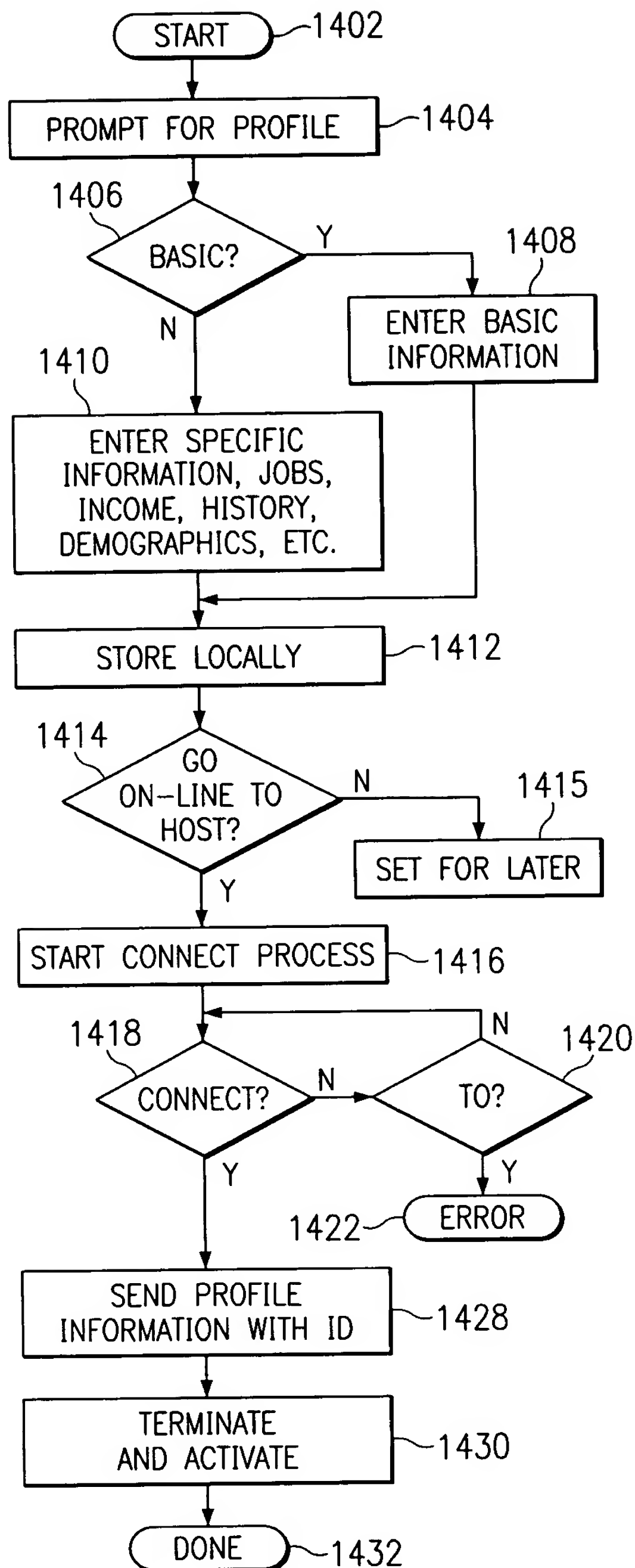


FIG. 14

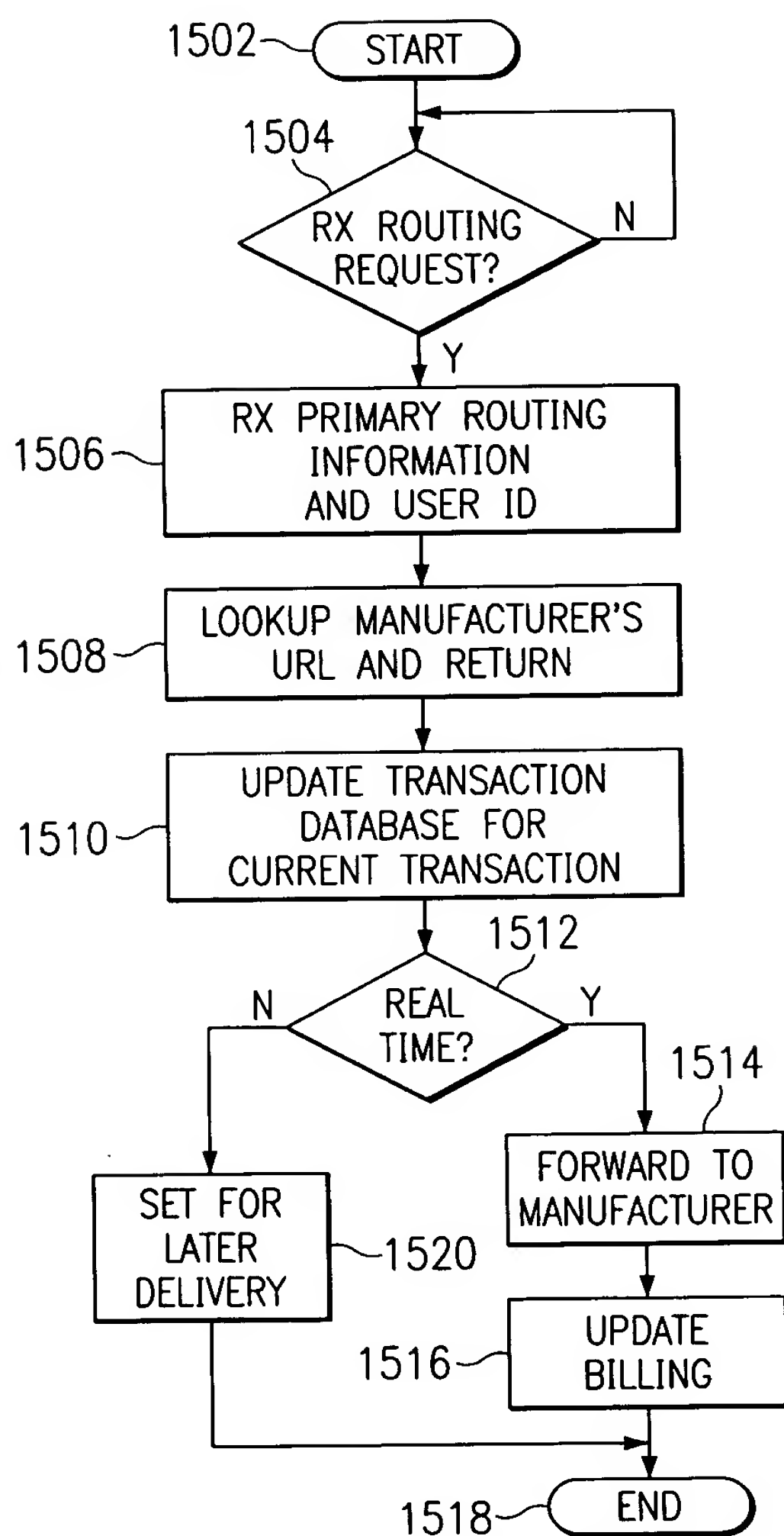


FIG. 15

FIG. 16

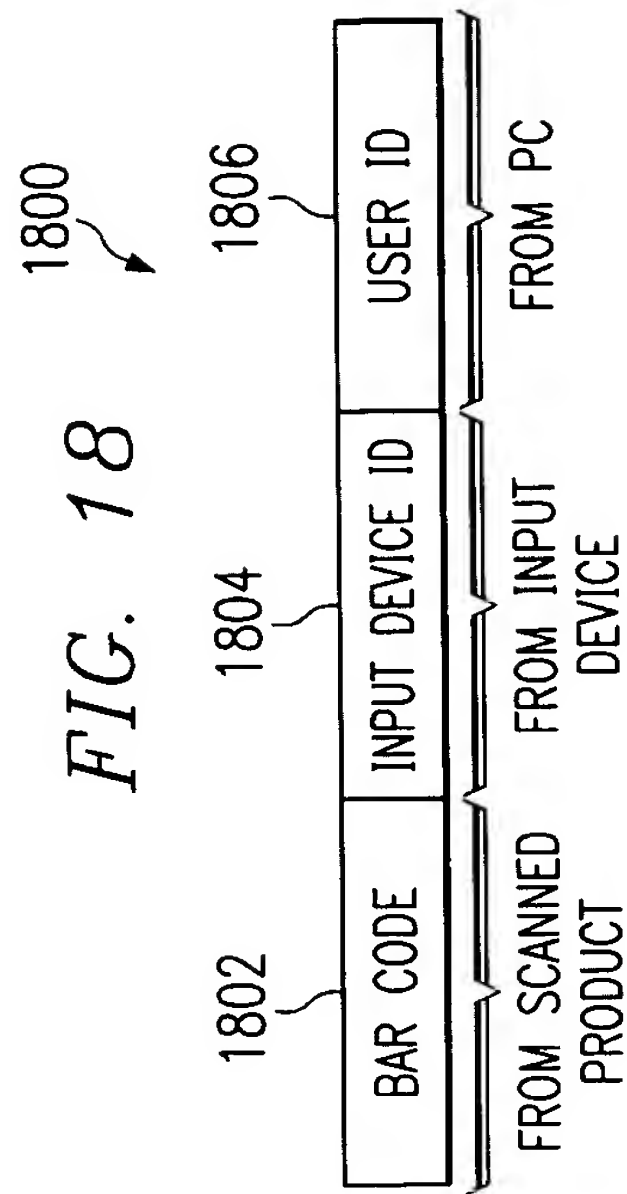
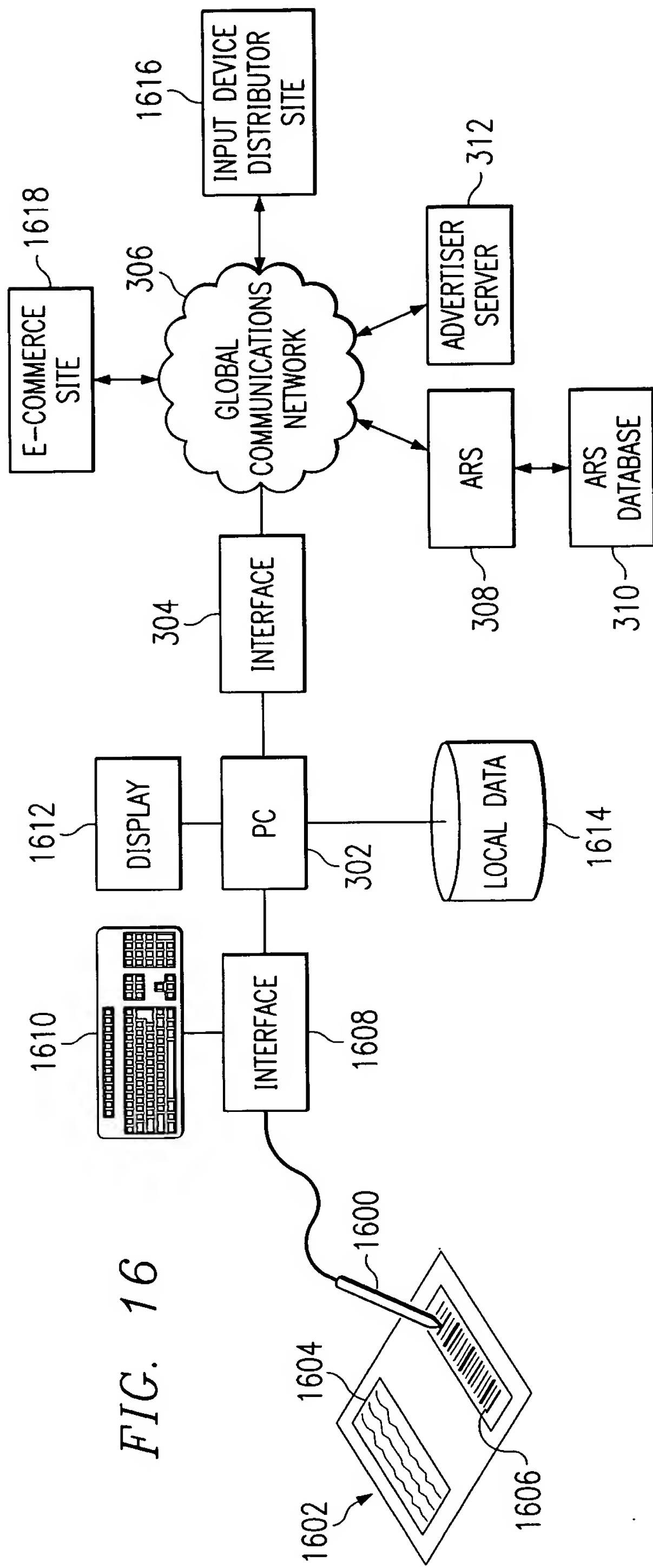
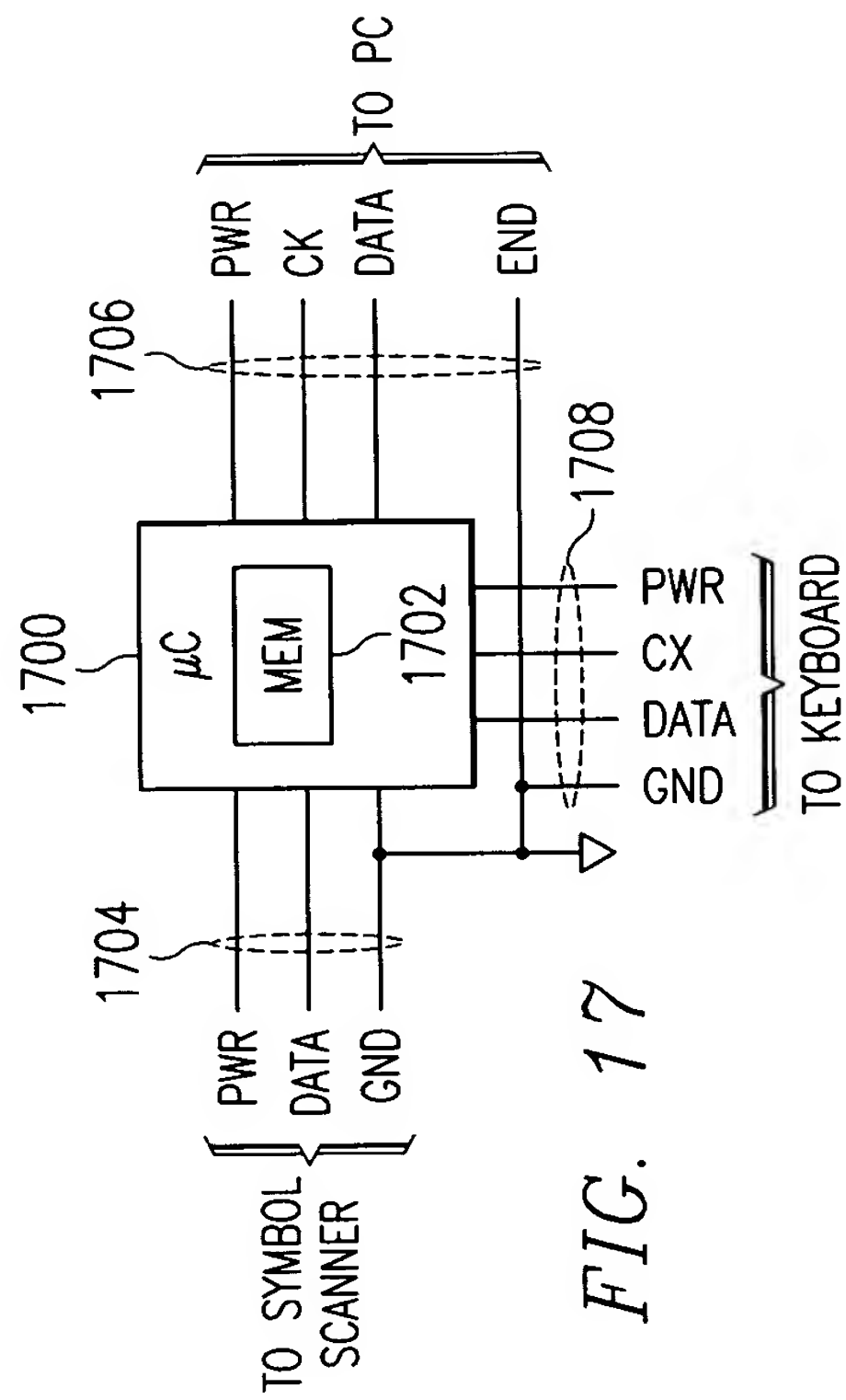


FIG. 17



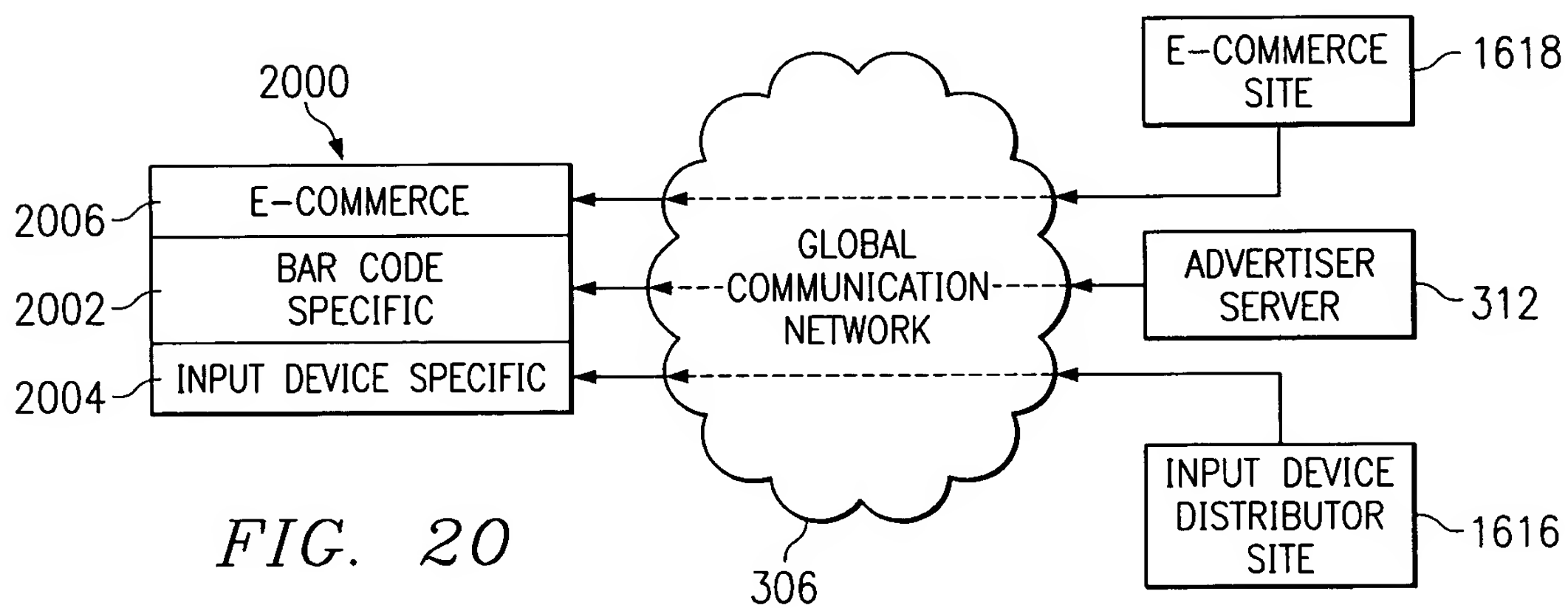
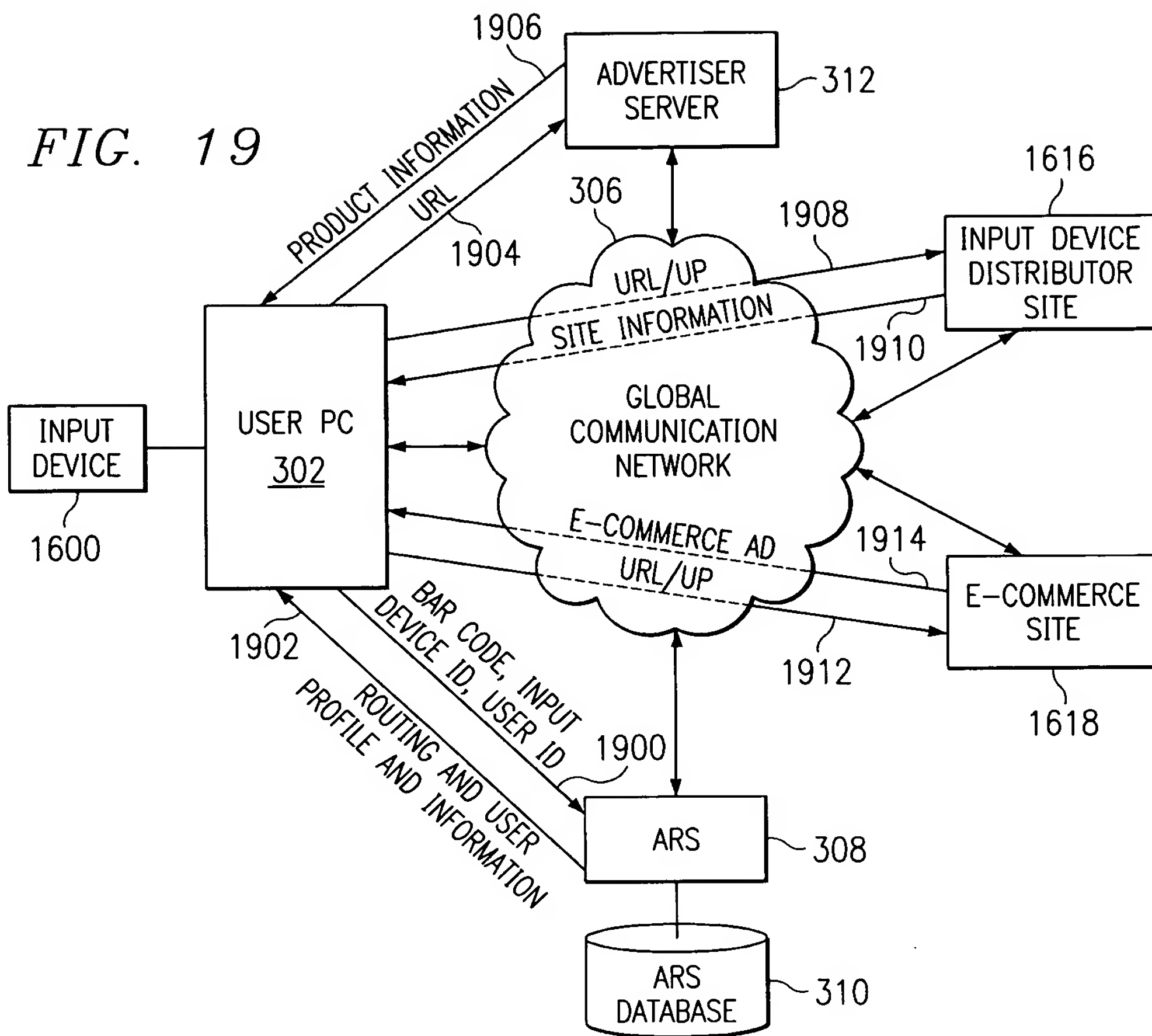




FIG. 21

ARS DATABASE  
2100

2102		2104		2106	2108	
PRODUCT		INPUT DEVICE		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

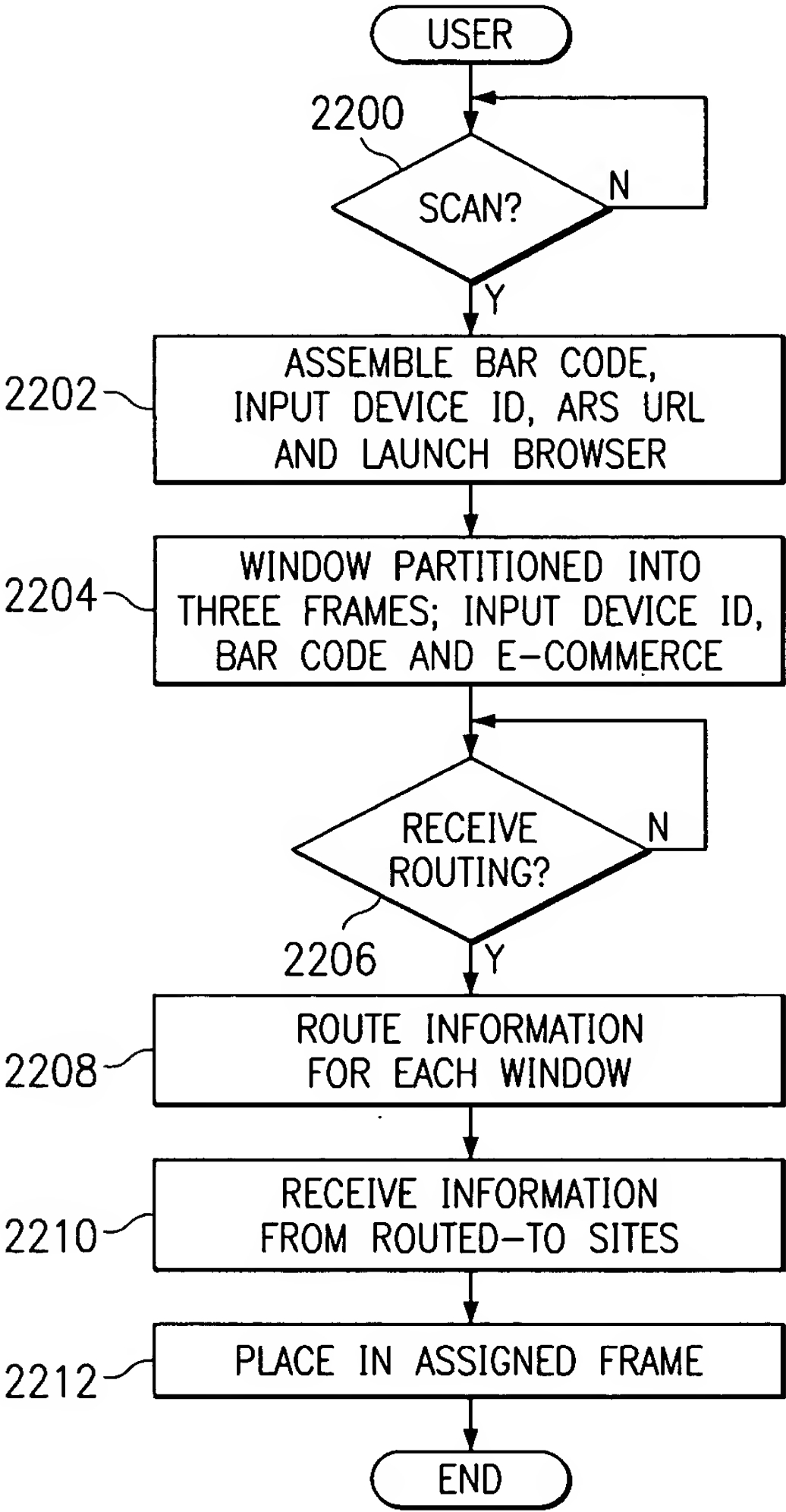


FIG. 22

FIG. 23

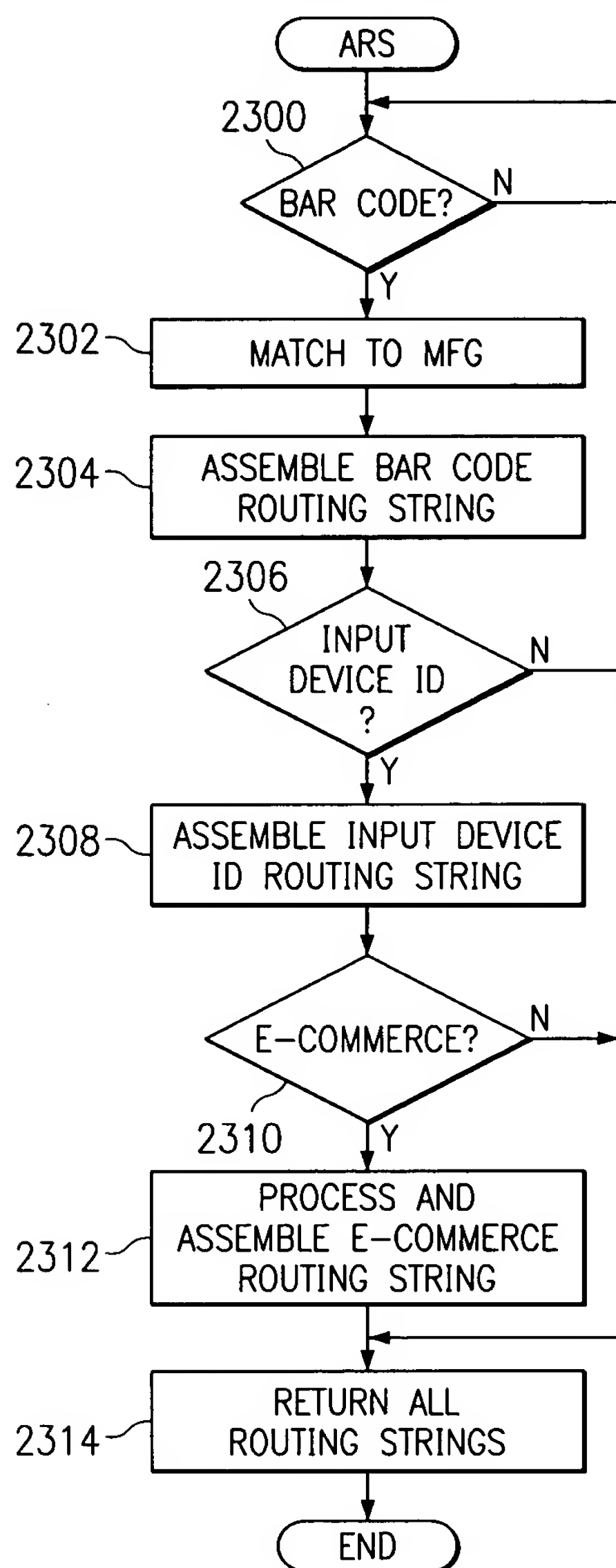
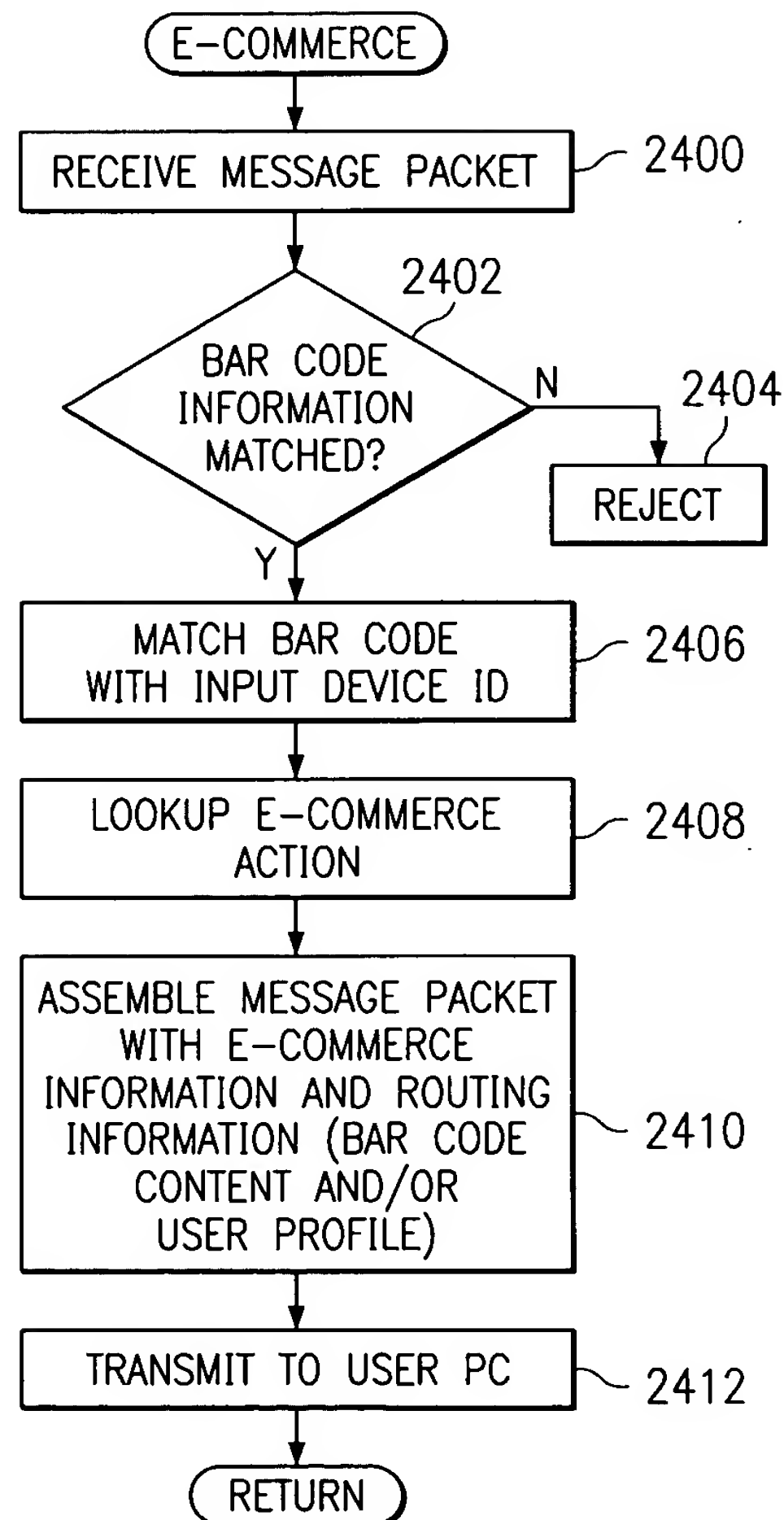
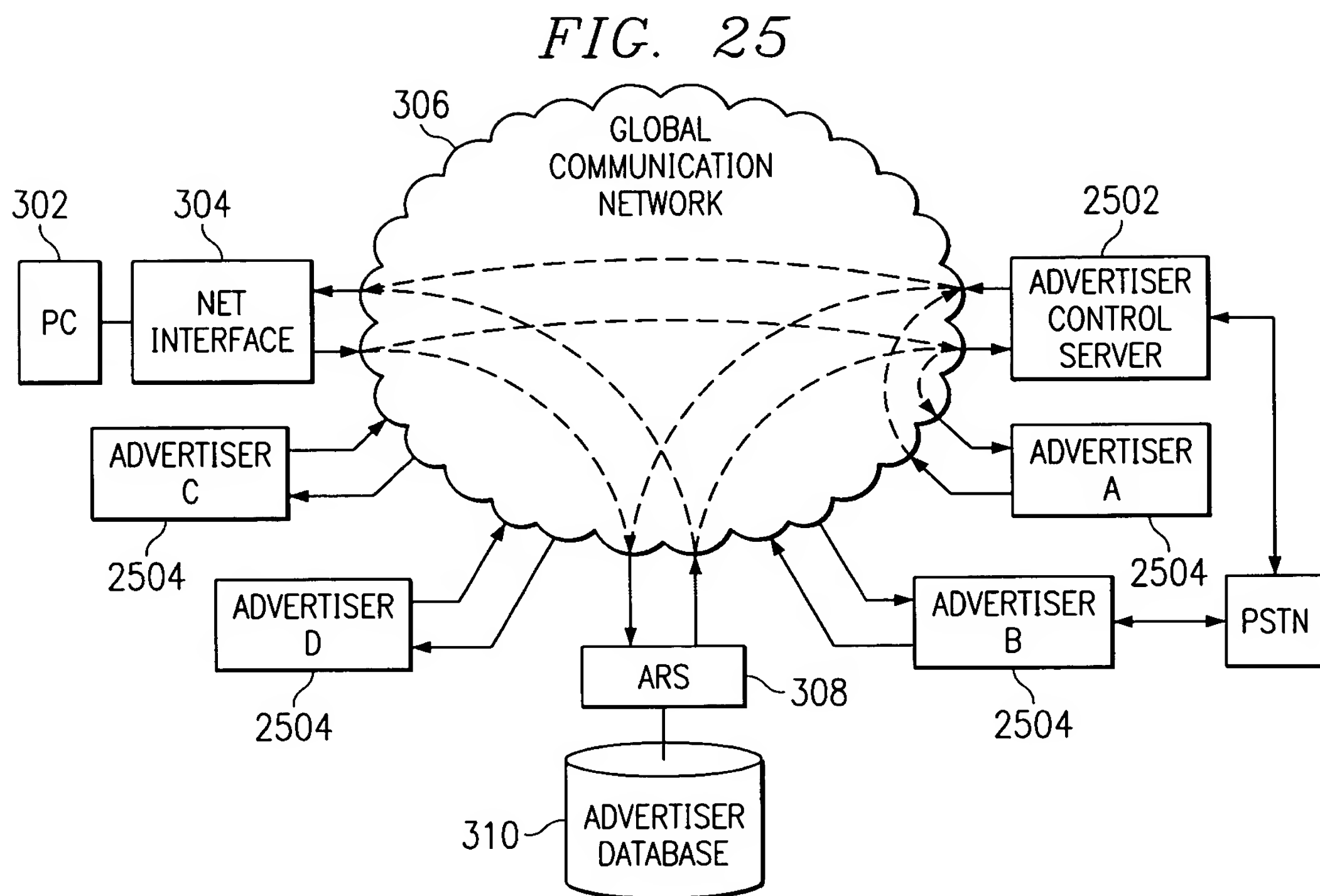


FIG. 24





*FIG. 26*

ADVERTISER	UNIQUE CODE	ROUTING ADDRESS	REROUTE
ADVERTISER 1011	XXXX	111.111.111.111	CONTROL
ADVERTISER 1011	XXXX	111.111.111.111	ADVERTISER A
ADVERTISER 1011	XXXX	111.111.111.111	ADVERTISER B
ADVERTISER 1011	XXXX	111.111.111.111	ADVERTISER C
ADVERTISER 1922	XXXX	222.222.222.222	X
ADVERTISER 1922	XXXX	222.222.222.222	X
ADVERTISER 1922	XXXX	222.222.222.222	X
ADVERTISER 7741	XXXX	333.333.333.333	X

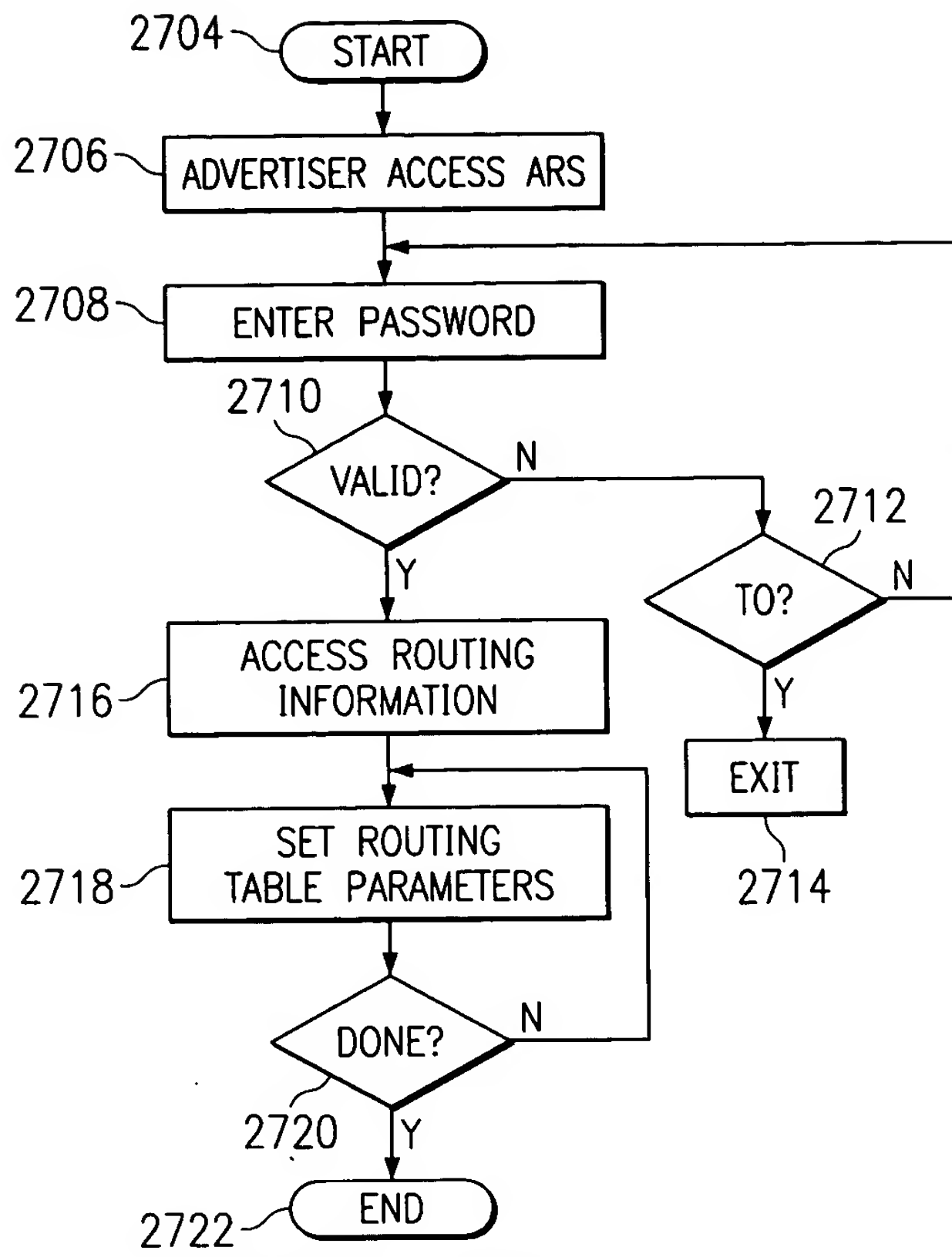


FIG. 27

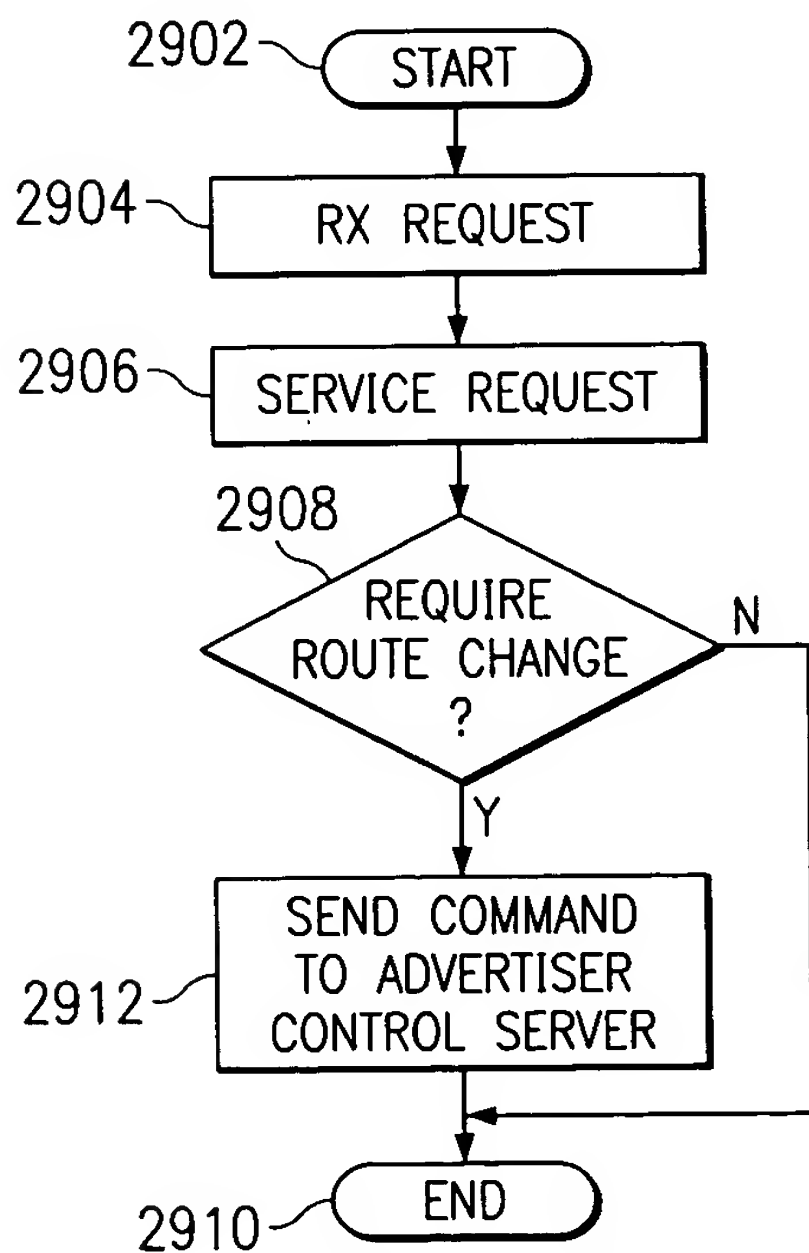


FIG. 29

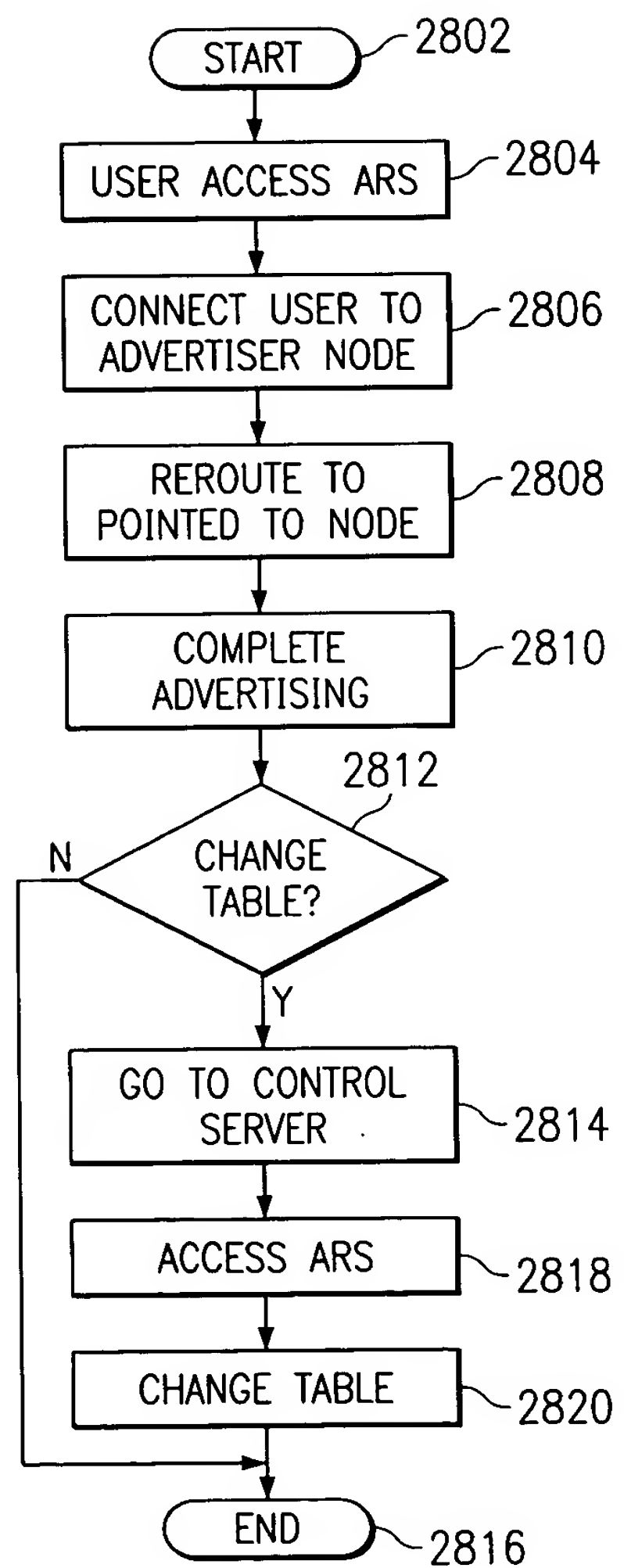


FIG. 28